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Message Text

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PAGE 01 SEOUL 04335 171108Z

51
ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 OMB-01 TRSE-00 CIEP-02

AGR-10 INT-05 L-03 FRB-01 AID-05 CIAE-00 INR-07

NSAE-00 XMB-04 SP-02 /058 W
---------- 067255
R 170759Z JUN 75
FM AMEMBASSY SEOUL
TO SECSTATE WASHDC 0712

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E.O. 11652: N/A
TAGS: BGEN, KS
SUBJ: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF: STATE A-2778, STATE 134740

1. THE RECESSION-HIT INDUSTRIES WITH EXPORT POTENTIAL IN THE CAPITAL GOODS CATEGORY LISTED ON PAGE 7 OF REFAIRGRAM TIE IN ALMOST EXACTLY WITH THOSE END-USERS IN KOREAN INDUSTRY HARDEST HIT DURING PAST YEAR'S RECESSION. AS FOR CONSUMER GOODS, ROKG IMPORT POLICIES RESTRICT ALMOST TO THE POINT OF COMPLETE EXCLUSION THOSE PRODUCTS LISTED IN REFAIRGRAM.

2. THE ROKG IN EFFORT TO REDUCE OUTFLOW OF FX HAS DURING THE PAST FEW MONTHS IMPOSED SEVERAL NTBS ON IMPORTS OF CAPITAL GOODS AND RAW MATERIALS. EMBASSY HAS REPORTED THESE NEW MEASURES AND IS CAREFULLY MONITORING SITUATION. IN ALL CONTACTS WITH APPROPRIATE OFFICIALS EMBASSY OFFICERS ARE CAUTIONING ROKG AGAINST ADOPTING EXCESSIVE IMPORT RESTRAINTS AND EMPHASIZING TENDENCY AS WELL AS DIFFICULTY IN REMOVING SUCH LAWS ONCE ON THE BOOKS.

3. NEVERTHELESS, DEVELOPMENT PLANS PARTICULARLY IN HEAVY AND CHEMICAL INDUSTRIES ARE PROCEEDING TO BE IMPLEMENTED ALTHOUGH UNDER CONSTANT REVIEW BY THE ROKG, WHICH HAS IN SOME CASES RESULTED IN ABANDONMENT OR DEFERRAL OF THOSE PRO-
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JECTS RECEIVING LOWER PRIORITY. EMBASSY PARTICULARLY EM-

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PHASIZING MAJOR PROJECT REPORTING.

4. DURING PREPARATION OF POST'S COUNTRY COMMERCIAL PROGRAM PARTICULAR ATTENTION WAS PAID TO U.S. RECESSION-HIT INDUSTRIES AND WHERE FEASIBLE, MARKET PROMOTION, USING ONE OR MORE TECHNIQUES, WAS INCLUDED.

5. LOCAL AGENTS OF CAPITAL GOODS RECESSION-HIT INDUSTRIES ARE BEING CONTACTED AND URGED TO CONSIDER A BSP IN POST-OPERATED TRADE PROMOTION FACILITY.

6. EMBASSY IS ANXIOUSLY AWAITING COMMERCE/STATE APPROVAL FOR THE ESTABLISHMENT OF A USDOC FULL-SCALE TRADE CENTER. BECAUSE OF RESTRICTIONS ON OVERSEAS TRAVEL, KOREANS ARE STARVED FOR EXPOSURE TO NEW PRODUCTS AND EQUIPMENT AND THE COMMERCIAL EXHIBITION IS CONSIDERED THE MOST EFFECTIVE TRADE PROMOTION TECHNIQUE WHICH CAN BE USED IN KOREA. THE EMBASSY WAS ADVISED THAT THIS WOULD BE HIGH ON USDOC'S PRIORITY LIST AND THAT A DECISION WOULD BE REACHED IN EARLY JUNE. NOTHING HAS BEEN HEARD.

7. TO THE EXTENT POSSIBLE WITH PRESENT LIMITED FINANCIAL AND PERSONNEL RESOURCES, MARKET RESEARCH WILL BE ORIENTED TOWARD RECESSION-HIT PRODUCT CATEGORIES.
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